

Rep Order# 7915427 Ver# 3 Status Revised  
EC'd Yes

Traffic Order#

Printed: 10/29/2012 8:02 AM  
Last Received: 10/28/2012 4:10 PM  
Showing Buylines: All Lines

1 of 4

Station WREG-TV MEMPHIS  
Advertiser ( ) PHILLIPS, FLIP  
Product PHILLIPS/MS COURT  
Estimate# 3099  
Buyer WHITNEY EVERSOLE  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P1/P2/E //3099  
Flight Dates 10/28/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) FRAN BERG  
Salesperson Phone# 202-872-1155  
Salesperson FAX# 202-872-8745

--- CONTRACT COMMENT ---

FLIP PHILLIPS FOR MS SUPREME COURT \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REV ORDER TO SHOW ADD NEW LNS 22-26  
REV TTL 22230  
PLS CNFM  
THANKS  
FRAN

LT	Ln	Day	Time	Program	Dates	Len	Spots/Week	Rate	Total Spots
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	1	M-F	6A-7A	6A NEWS	10/29-11/02	:30	5	\$350.00	5
		Buyline Comment: 1/DAY							
	2	SU	6A-7A	SUN 6A NEWS	11/04-11/04	:30	1	\$350.00	1
	3	M-TU	6A-7A	SUN 6A NEWS	11/05-11/06	:30	2	\$350.00	2
		Buyline Comment: 1/DAY							
	4	M-F	7A-9A	7A NEWS	10/29-11/02	:30	5	\$150.00	5
		Buyline Comment: 1/DAY							
	5	SU	7A-9A	7A NEWS	11/04-11/04	:30	1	\$150.00	1
	6	M-TU	7A-9A	7A NEWS	11/05-11/06	:30	2	\$150.00	2
		Buyline Comment: 1/DAY							
	7	SU	5P-6P	SUN 5P NEWS	10/28-10/28	:30	1	\$300.00	1

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	8	SA	6P-630P	SAT 6P NEWS	11/03-11/03	:30	1	\$300.00	1
	9	SA	630P-7P	INFORMED SOURCES	11/03-11/03	:30	1	\$200.00	1
	10	M-F,SU Buyline Comment: 1/DAY	10P-1035P	10P NEWS	10/29-11/04	:30	6	\$600.00	6
	11	M	10P-1035P	10P NEWS	11/05-11/05	:30	1	\$600.00	1
	12	SA	6A-9A	DAYBREAK SAT	11/03-11/03	:30	1	\$200.00	1
	13	SU	6A-8A	DAYBREAK SUN	10/28-10/28	:30	1	\$200.00	1
	14	SU	8A-930A	CBS SUN MORN	10/28-10/28	:30	1	\$350.00	1
	15	W	530P-6P	530P NEWS	10/31-10/31	:30	1	\$1,500.00	1
	16	M,W-F,SU Buyline Comment: 1/DAY	6P-630P	6P NEWS	10/29-11/04	:30	5	\$450.00	5
	17	M	6P-630P	6P NEWS	11/05-11/05	:30	1	\$450.00	1
	18	SA	10P-1035P	SAT 10P NEWS	11/03-11/03	:30	1	\$400.00	1
	19	SU	10P-1035P	SUN 10P NEWS	10/28-10/28	:30	1	\$500.00	1
	21	M-F	4A-459A	4A NEWS ROT	10/29-11/02	:30	1	\$30.00	1
	*22	SU Sales Remark: V3 ADD V3 Added	11A-12P	NFL TODAY	11/04-11/04	:30	1	\$750.00	1

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	*23	M-F	5P-530P	5P NEWS	10/29-11/02	:30	5	\$350.00	5
		Sales Remark: V3 ADD							
		V3 Added							
	*24	M	5P-530P	5P NEWS	11/05-11/05	:30	1	\$350.00	1
		Sales Remark: V3 ADD							
		V3 Added							
	*25	SA	2P-6P	SEC FTBALL	11/03-11/03	:30	1	\$2,000.00	1
		Sales Remark: V3 ADD							
		V3 Added							
	*26	SU	3P-6P	NFL FOOTBALL	11/04-11/04	:30	1	\$2,500.00	1
		Sales Remark: V3 ADD							
		V3 Added							

---REPORT TOTALS---

Report Totals: 48 / \$22,230.00

---SALES MONTHLY TOTALS---

Oct 12: 4 / \$1,350.00 Nov 12: 44 / \$20,880.00

Sales Totals: 48 / \$22,230.00

Station Totals: 48 / \$22,230.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$74,100	CABL	0%	CBLA	0%	CBLB	0%	INTA	0%	INTB	0%
		UNKN	70%	WHBQ	0%	WLMT	0%	WMC	0%	WPTY	0%
		WPXX	0%	WREG	30%						

Books null  
Demos RA35+